

Appln No. 09/693415  
Amdt. Dated: October 09, 2006  
Response to Office Action of August 11, 2006

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**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) A method of delivering an interactive printed document directly to a user on demand, said user having an inkjet printer, said method comprising the steps of:

formatting user requested information in the document so as to include ~~one-a first~~ user interactive element, to allow the user to effect a response to the information, using a sensing device for transmitting first response data back to a computer system;

identifying an advertising space outside an area of the document to be occupied by the information; and

formatting advertising material for the advertising space, said advertising material including a second user interactive element, thereby enabling the user to effect a response to the advertising material, using a sensing device for transmitting second response data back to the computer system

printing the document, having the advertising material in the advertising space together with coded data, on a surface defining structure using said inkjet printer, said coded data being indicative of an identity of the document and of the ~~at least one~~first and second interactive elements,

wherein said inkjet printer prints the coded data at the same time as printing the document on the surface defining structure.

2. (Original) A method as claimed in claim 1, wherein the advertising space is determined to be on a reverse side of the document relative to the user requested information.

3. (Original) A method as claimed in claim 1 or 2 wherein the information is formatted at a publication server of the computer system and the method includes the publication server monitoring the said area and, once the space is identified, receiving the advertising material from an advertising server, for inclusion in the document.

4. - 5. (Cancelled)

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6. (Original) A method as claimed in claim 1, which includes printing the coded data to be substantially invisible in the visible spectrum.
7. (Original) A method as claimed in claim 1, including retaining a retrievable record of the printed document, the document being retrievable using the identity data as contained in the coded data.
8. (Original) A method as claimed in claim 1, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use of the sensing device in the computer system.
9. (Currently amended) A system for delivering an interactive printed document directly to a user on demand, said system comprising:

a computer system configured for:

formatting user requested information in the document so as to include at least one first user interactive element, to allow the user to effect a response to the information, using a sensing device for transmitting first response data back to the computer system; ;

wherein the computer system is arranged to identify an advertising space outside an area of the document to be occupied by the information and; and

formatting advertising material for the advertising space, said advertising material including a second user interactive element, thereby enabling the user to effect a response to the advertising material, using the sensing device for transmitting second response data back to the computer system; and

an inkjet printer arranged to print the document, having advertising material in the advertising space, at the same time as printing coded data on a surface defining structure, said coded data being indicative of an identity of the document and of the at least one first and second interactive elements.

wherein said inkjet printer is associated with said user.

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10. (Original) A system as claimed in claim 9, wherein the printer is adapted to print on both sides of the document, in order to print the advertising material on a reverse side of the document, relative to the user requested information.
11. (Original) A system as claimed in claim 9, wherein the computer system includes a publication server for formatting the document and an advertising server for providing the advertising material, wherein the publication server monitors said area and receives advertising material from the advertising server, for inclusion in the document.
12. - 13. (Cancelled)
14. (Original) A system as claimed in claim 9, wherein the coded data is substantially invisible in the visible spectrum.
15. (Original) A system as claimed in claim 9, including a database for keeping a retrievable record of each document generated, each document being retrievable by using its identity, as included in the coded data.